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What Do All These Businesses Have In Common????

Beacon Garment Company
Berkshire County Savings Bank
Boston-Wyman Company
Buckley Nursing Homes
Child Care Circuit
Consolidated Group
Community Day Care of Greater Lawrence
Country Curtains
Goss & McLain Insurance Agency
Green's Stationery
Housatonic Curtain Company
Milford Savings Bank
Monarch Capital Corporation
Ocean Edge Resort
Peoples Savings Bank, Holyoke
Polaroid Corporation
Red Lion Inn
Reynolds Barnes & Hebb, Inc.
Springfield Institution for Savings
Terry, Dunning & Terry
The Architect's Collaborative
Vanguard Savings Bank
Whittier Rehabilitation Hospital
Youth Opportunities Upheld, Inc.

They all help their employees pay for child care because reliable child care helps to:

- decrease absenteeism
- diminish turnover
- lower recruitment costs
- improve worker morale
- enhance public image
- increase employee loyalty

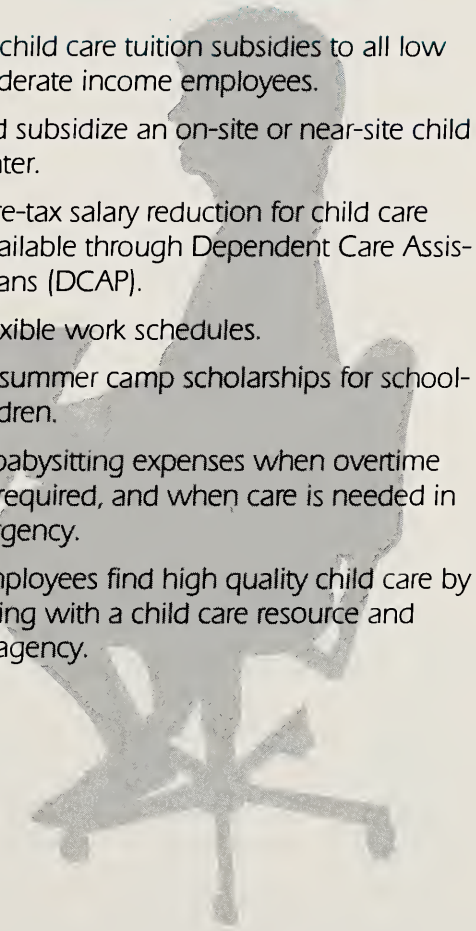
The bottom line . . .

- 51,000 Massachusetts women say they would go to work or enter a training program if good child care were available to them at a price they could afford.
- By 1995, Massachusetts will be faced with an absolute worker shortage of at least 100,000 people.
- Recruiting workers can cost one and a half times an annual salary.
- Businesses lose $3 billion every year due to employees' child care related absences.
- Child care is a sound long term investment: every $1 invested in high quality pre-school education today reduces the long term costs to society by $4.75.
- For individual families, child care is expensive: parent fees for full-time care average between $5,000 and $9,000 annually.
- The Commonwealth of Massachusetts already spends $150 million annually to subsidize child care for low income families.

"Our child care assistance program has been one of our great benefits successes. It's straightforward and easy to understand, and it's a program that all of our employees feel good about. It has helped our recruiting effort by making us a more appealing employer, and has dramatically reduced turnover among employees who use the program."

—Frank G. Loveiock, Vice President
Director of Human Resources,
Springfield Institution for Savings

How can I invest in child care?



- Provide child care tuition subsidies to all low and moderate income employees.
- Start and subsidize an on-site or near-site child care center.
- Make pre-tax salary reduction for child care costs available through Dependent Care Assistance Plans (DCAP).
- Offer flexible work schedules.
- Provide summer camp scholarships for school-age children.
- Pay for babysitting expenses when overtime work is required, and when care is needed in an emergency.
- Help employees find high quality child care by contracting with a child care resource and referral agency.

Who can I contact for more information?

Contact your local child care resource and referral agency. Experienced consultants are available to help you choose the option that is right for your company.

The Child Care Affordability Task Force has published two documents which give more information on this topic: **Caring for Our Commonwealth: The Economics of Child Care in Massachusetts** and **Cooperative Solutions to the High Cost of Child Care: Recommendations of the Child Care Affordability Task Force.**

For copies of these reports, contact Lucy Hudson, Affordability Project Coordinator, Office for Children, 10 West Street, Boston, MA 02111; (617)727-8900.

"We feel our child care subsidy program is money well spent. We're a small company with a full-time staff of eleven employees. Every time someone leaves we feel it. Because of the subsidy we were able to hold onto someone who had a baby and would have left otherwise; another person joined the company because of it. It makes me feel secure that we'll be able to keep employees who decide to start families. It helps us be more competitive in a tight labor market.

—Debra Green, Vice President
and General Manager of Green's Stationery, Inc.

THEY ARE CARING FOR OUR COMMON WEALTH

today's children . . .

tomorrow's work force.

Commonwealth of Massachusetts
Office for Children

Michael S. Dukakis
Governor

Philip W. Johnston
Secretary of Human Services

Mary Kay Leonard
Commissioner

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